

Localism Initiatives WJBF-TV - Augusta, Georgia

Local News, Emergency Programming, Political Programming, Civic, Cultural and Other Community Responsive Programming, Station Participation in Community Activities

WJBF News Channel 6 invests heavily in our local news product. WJBF offers the most local news content in the Augusta market. We provide twenty-two and half hours (22.5) of local content each week. Nearly 19% of our day is covered with local news content. In the past year, WJBF added a half-hour to its weekly morning newscast. We've added local news cutaways to ABC's Good Morning America, weekend edition. The latter contains local news and weather. Each day, local news content is transcribed and put onto our Web site for viewers to read at anytime during any given day.

WJBF invests heavily in its local news content. In October 2004, WJBF spent hundreds of thousands of dollars on the most advanced severe weather forecasting tool in the country. The addition of Live VIPIR 6 has already helped WJBF better prepare our local viewers for severe weather - tracking severe winds and storms before they hit local communities. The latter affords viewers time to get to safety. WJBF has also invested more than half a million dollars in ENG equipment. WJBF will move to P2 cameras, a tape-less format that allows for a better quality picture and sound for viewers. WJBF does participate in Amber or EAS alerts as requested.

WJBF takes an active role in the political climate for our market. A local reporter is designated to cover the city beat, bringing issues to viewers almost on a daily basis. WJBF has moderated and will continue to moderate debates in our market. Most recently WJBF sponsored a debate between multiple state and US senate candidates. WJBF offers free time to candidates. WJBF also provided profiles of all the candidates offered free time to ensure that potential voters could be better informed about where they stood on a variety of issues. WJBF uses its Web site to share election results in real-time to viewers. For the second year in a row, WJBF successfully provided the most up-to-the-minute results on its Web site and on television with easy to read lower third graphics.

WJBF takes its role in the community very seriously, participating in many different civic events each year. In 2004, WJBF helped register people to vote. At one location, there was a line of people waiting to sign up (as a result of our local news coverage). From local high school sports (like football, which is given a dedicated weekly half-hour outside of our local newscasts) to Toys for Tots (which our local talent front to encourage viewers to donate to needy children in our community), WJBF looks for any opportunity to share ideas, concerns and needs with our audience. As for local artists, WJBF makes room during our weekly noon newscasts to spotlight talent and promote community events. One of the biggest community events is the annual Christmas parade in Augusta. Not only will local news talent host the program, but also WJBF will broadcast it live (as it has done for many years). Other community projects include the "Your Hometown" events that WJBF participates in each spring. WJBF will broadcast its news from four smaller communities in the DMA each year. This allows WJBF to spotlight many other people and positive issues in these surrounding communities.

Local Public Affairs Programming include:

"Masters 2004 Preview" aired April 5, 2004, 7:30-8:00p.m. Program provided the community and visitors a look at the upcoming Masters Golf Tournament held in Augusta that brings thousands of visitors to the city.

"Masters Report 2004" aired nightly April 7-11, 2004, 11:00-11:30p.m., reviewing the day's action at the Augusta National Golf Club. Programs provided interviews with tournament participants, scores and activities associated with the tournament.

In June of 2004 WJBF produced and aired live "The Golden Apple Awards," and hour broadcast highlighting area teachers who have gone above and beyond the call of their profession.

Through August of 2004, WJBF aired "The Augusta Report." This 30-minutes program was locally produced and aired twice monthly. Program was hosted by WJBF on-air talent and included a panel of three, Dr. Ralph Walker, Augusta State College Professor, Joe Greene, Economist and Augusta State University Professor, and Barry Paschall, Editor of The Columbia Times newspaper. Topics included budget, special options sales tax, education, health, and the economy.

Through August of 2004 WJBF aired monthly "It's This Way." This locally produced 30-minute public affairs program was hosted by Frank Thomas, Executive Director of the Augusta-Richmond County Human Relations Commission. This program also addressed issues of the community including politics, health and race relations.

On August 10, 2004, WJBF aired "The Volunteer-A-Thon" from 7:00-8:00p.m. The program was live, hosted by WJBF on-air talent, and asked for volunteer hours from the community as opposed to monetary donations. Over 18,000 volunteer hours were donated.

On September 6, 2004, WJBF aired the "Jerry Lewis Labor Day Telethon from 5:30a.m. to 3:00 p.m. and 6:00-6:30p.m. WJBF on-air personnel hosted local segments and over \$186,000 was raised to help continue research to find a cure for Muscular Dystrophy.

"Community Calendar" a one-minute program, airs on WJBF during different dayparts promoting upcoming community events sponsored by non-profit organizations. Examples of events promoted include MLK Parade, Salvation Army Auto Auction, Medical College of Georgia Free Skin Screening, Sacred Hart Art Exhibit, and Ft. Gordon's Festival and Carnival.

"Football Friday Night" aired at 11:35p.m.-12:05a.m. during high school football season (September-November). The 30-minute weekly program highlighted the area's weekly football games with interview, scores and highlights.

The 31st Annual Christmas Fantasy Parade Presented by the "Miss Augusta" Scholarship

Pageant Board aired live on December 12, 2004, 6:30-8:00p.m. The parade featured local organizations, floats, marching units, high school bands, local dignitaries, and Miss Augusta.

Commentary was provided by WJBF on-air talent. The parade was recorded and repeated two times during the month.

Also during December 2004 WJBF was the medium that pushed the Marines Toys for Tots campaign. This campaign included on-air promotion, set up of collections sites at area businesses for toy drop off, and appeals during local newscasts

for citizens to donate toys to be distributed to the underprivileged during the holidays. This campaign generated 100,000 new toys for area kids.

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#### Public Service Announcements

WJBF airs local and national PSA's. PSA's are :20, :30 or :60. During the year examples of PSA's that aired are: The Augusta Ballet, National Education Association, The Foundation for a Better Life, American Dental Association, National Fire Safety Association, Big Brothers/Big Sisters, Augusta Players, Greek Festival 2004, The Ad Council, Breast Cancer Research Foundation, and Women's Sports Foundation.

#### Creating or Selecting Programs

WJBF makes a concerted effort to select and or produce programming that will appeal to all segments of the community. In addition to the locally produced programs mentioned above, WJBF also airs the Syndicated "America's Black Forum," which addresses issues and concerns that's of interest to the area's Black viewers. In 2003 WJBF aired the "UNCF Telethon," which will again air in January 2005. In 2004, WJBF aired the "Jerry Lewis MDA Telethon." To help keep the area's farmers informed, WJBF airs the Syndicated "Georgia Farm Monitor" Saturdays, 6:30-7:00a.m. "The Mark Richt Show," the University of Georgia coach's show, airs Sundays 12:00-12:30p.m. during football season highlighting the University's weekly football game.

#### Emergency Programming

Emergency programming has included severe weather (and entities associated with severe weather such as school and business closings, delayed openings, event cancellations, street closings); delayed traffic due to vehicular accidents on major thoroughfares; area airplane crashes; interruption of locally programming to broadcast a law enforcement agency's news conference on announcing an arrest in a homicide of a member of a prominent local family.

WJBF airs a monthly and weekly test of EAS (Emergency Alert System). WJBF also airs Georgia's Levi Call and South Carolina's Amber Alert relative to missing children. WJBF is also a monitoring station for the area.

WJBF also monitors activity at local chemical plants, two nearby nuclear facilities, and the Ft. Gordon military base.

#### Music

WJBF provides on-air opportunities through its weekly program "The Parade of Quartets." This program has aired on WJBF in some form for 50 years. The program currently airs Sundays, 9:00-10:00a.m. and features local artists showcasing their talents through song. The program also include Sunday School lessons, church announcements and interviews with representatives of churches and local organizations on programs and issues of interest to the community.

"Power Hitz" airs weekly in conjunction with a local radio station. The program features talent from the radio station and current music videos.

WJBF has produced and aired "The Lewis Family Christmas Show" for the past several years. The 30-minutes show aired in several departs during the holiday season.

#### Station Participation in Community Activities

WJBF participates in a variety of community activities during the year. Participation includes on-air promotion, employee attendance at and in events. Examples of events during 2004 include the Salvation Army's collection of household and clothing items; Augusta Red Cross Boot Scoot Boogie Bash fundraiser; Augusta Symphony's Valentine POPs Series; American Heart Association's Heart Walk; Springtime Made in the South; Richmond County Animal Control's Project Pet Fair; and voter registration drives. WJBF also has employees that are members and sit on boards of local organization.

During the year WJBF has aired a series of locally produced PSA's on Male Mentoring, encouraging men in the community to become mentors, and on Drug Abuse featuring area elementary, middle and high schools students; presented a monthly Giving Your Best Award to deserving citizens; highlighted a teacher weekly during the school year; highlighted a local high school athlete weekly during the school year and an annual banquet; honored area valedictorian with on-air spots and annual luncheon; and yearly events associated with the station's Children's First campaign.

LOCALISM is very important to WJBF, and will continue to be a part of WJBF's daily schedule.

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